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AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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BEST FIRST QUARTER
FOR MAJOR HOUSEHOLD APPLIANCES

CHICAGO -- The major appliance industry shipped 10.2 million units in the first quarter, the largest first quarter shipment in history, reports the Association of Home Appliance Manufacturers (AHAM).

Year-to-date shipments were 5.8% higher than the prior first quarter record set just last year.

A 35% increase in microwave oven shipments is the main reason for 1985's new first quarter record. Year-to-date microwave oven shipments surpassed 2.5 million units, primarily because of the exceptionally large 1.1-million-unit March shipment.

Microwave ovens shipments were up 60% in March, but the Association issued a caution concerning the interpretation of the data. A backlog in processing paperwork for some imported products by government agencies contributed to the artificially high shipment figure. Import statistics compiled by the U.S. Census Bureau are used in developing industry shipment data.

While the degree of distortion in March microwave oven data is not known, AHAM believes that year-to-date figures provide reasonably accurate data for a comparison to prior years.

(MORE)

Increased demand for seasonal home comfort appliances also contributed to the new record quarter. Year-to-date room air conditioner shipments (1 million units) were up almost 9%, and dehumidifiers (230,000 units), up almost 35%.

Total shipments in March exceeded 3.8 million units -- 12.2% more than were shipped in the same month last year.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
March, 1985

	March 1985	March 1984	% Change	Calendar Year to Date 1985	1984	% Change
ALL MAJOR APPLIANCES**	**3,888.4**	**3,466.9**	**+12.2%**	**10,224.8**	**9,665.4**	**+ 5.8%**
COOKING - TOTAL	**1,344.0**	**938.4**	**+43.2**	**3,243.4**	**2,606.6**	**+24.4**
ELECTRIC RANGES - TOTAL	240.9	259.5	- 7.2	714.3	756.6	- 5.6
Free Standing	195.1	210.5	- 7.3	579.0	602.1	- 3.8
Built-In	45.8	49.0	- 6.5	135.3	154.4	-12.4
MICROWAVE OVENS/RANGES	1,119.8	697.2	+60.6	2,576.3	1,905.3	+35.2
HOME LAUNDRY - TOTAL	**714.7**	**706.9**	**+ 1.1**	**2,264.6**	**2,310.9**	**- 2.0**
AUTOMATIC WASHERS	424.8	419.5	+ 1.3	1,291.5	1,326.1	- 2.6
DRYERS - TOTAL	289.9	287.4	+ 0.9	973.1	984.8	- 1.2
Electric	229.7	233.0	- 1.4	764.2	784.7	- 2.6
Gas	60.2	54.5	+10.5	208.9	200.0	+ 4.5
KITCHEN CLEAN UP - TOTAL	**653.3**	**667.7**	**- 2.2**	**1,960.4**	**1,980.6**	**- 1.0**
DISPOSERS	356.3	383.7	- 7.1	1,080.9	1,095.3	- 1.3
DISHWASHERS - TOTAL	283.5	272.2	+4.2	837.9	844.0	- 0.7
Built-In	266.5	255.4	+ 4.3	770.4	778.9	- 1.1
Portable	17.0	16.8	+ 1.2	67.5	65.0	+ 3.8
COMPACTORS	13.5	11.8	+14.4	41.6	41.3	+ 0.7
FOOD PRESERVATION - TOTAL	**533.5**	**566.7**	**- 5.9**	**1,510.3**	**1,662.9**	**- 9.2**
REFRIGERATORS	447.9	473.2	- 5.3	1,241.9	1,360.3	- 8.7
FREEZERS - TOTAL	85.6	93.5	- 8.5	268.4	302.7	-11.3
Chest	48.5	48.1	+ 0.8	138.6	158.6	-12.6
Upright	37.2	45.4	-18.1	129.8	144.1	- 9.9
HOME COMFORT - TOTAL	**642.9**	**587.2**	**+ 9.5**	**1,246.1**	**1,104.8**	**+12.8**
ROOM AIR CONDITIONERS	530.2	504.5	+ 5.1	1,016.0	933.9	+ 8.8
DEHUMIDIFIERS	112.7	82.7	+36.3	230.1	170.6	+34.9
GAS RANGES***	**158.4**	**154.5**	**+ 2.5**	**416.7**	**419.2**	**- 0.6**

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.